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U. S. Department of Agriculture.
Chrysanthemum

Price List
and
Order Blank
1931

Geneva Floral Co.
GENEVA, N. Y.

15% off

on all CASH WITH ORDER orders received on or
before_____

JAN 25 1931

5% off

on all orders WITHOUT CASH received on or before
the above date.

We made a similar offer last season and the response was good. This gives us an opportunity to increase our stock on the more popular kinds and reduce on kinds not much wanted.

Get your order to us as soon as possible. Give kinds now as near as you can and if you want to change order later you are at liberty to do so.

We thank you for past orders and we feel confident that this season we can give you stock that will more than please you.

GENEVA FLORAL COMPANY

GENEVA, N. Y.

OUR GUARANTEE:—We deliver Chrysanthemum rooted cuttings by parcel post prepaid up to the 6th zone or 1400 miles from Geneva and guarantee safe delivery. Stock not satisfactory when received may be returned at once and money refunded, or slight difficulties will be adjusted and you keep the stock. Outside this territory stock travels at buyers risk and expense.

To the Trade:

Most of our stock plants are grown in the field especially for stock and this season we think we have the finest lot of stock we have ever had to propagate from.

When you consider free delivery and our GUARANTEE our prices are very low but not so low that we sacrifice quality in any way. Our cuttings are not as large as some growers ship and we grow them small intentionally because a small soft cutting will give much better satisfaction than a large hard one. Repeat orders year after year from large growers is sufficient guarantee to the quality. Some growers order months ahead to be sure and have what they want. If you have never used our stock a trial order will convince you.

We have arranged this list so you can use it for making your order if you so desire and when we acknowledge your order we will send you another list.

GENEVA FLORAL CO.

—EARLY—

	100	1,000
..... Chrysolora —Incurved early yellow. Perfect stem and foliage.	\$3.50	\$30.00.....
..... Detroit News —A very large early bronze. Wonderful substance and a fine keeper	5.00	45.00.....
..... Golden Queen —Old standard early yellow. Incurved and a very popular sort.	3.50	30.00.....
..... Gold Lode —Very fine yellow, blooming early Oct.	3.50	30.00.....
..... Governor Green —Large red for middle Oct.	3.50	30.00.....
..... Indianola —Early bronze earlier than Detroit News but not as large.	3.50	30.00.....
..... Oconto —Very valuable early white, always double and sure crop.	3.50	30.00.....
..... October Rose —Early with mid-season size bloom.	5.00	45.00.....
..... Quaker Maid —White blooming in early Oct.	3.50	30.00.....
..... Rose Glow —Lively bright pink. Large spreading flower. Early October.	5.00	45.00.....
..... Smith's Enchantress —Early Oct. Bright rose pink.	3.50	30.00.....
..... Smith's Advance — Earliest large flowering white.	3.50	30.00.....
..... Sun Glow — Bright yellow Bonnaffon type and very popular.	3.50	30.00.....
..... Silver Sheen —Pure white incurved and best of the earlies.	3.50	30.00.....
..... Unaka —Early pink necessary for every florist. Get early bud.	3.50	30.00.....

—MID-SEASON—

	100	1,000
..... Betsy Ross —Very popular incurved white	3.50	30.00.....
..... Citronelle —Incurved yellow, fine size and form, either mid-season or late according to conditions.	3.50	30.00.....
..... Chas. Razer —Old standard incurved white	3.50	30.00.....
..... Chieftan —One of the most popular pinks, easy to grow	3.50	30.00.....
..... White Chieftan —White sport of Chieftan	3.50	30.00.....
..... J. W. Prince —Dark pink sport of Chieftan	3.50	30.00.....
..... Golden Glory —Good yellow for commercial growers. . . .	3.50	30.00.....
..... Marigold —Old popular variety. Large flower	3.50	30.00.....
..... Richmond —Bonnaffon type, easy doer, bright yellow. . .	3.50	30.00.....
..... Roman Gold —Large golden yellow. Old standard	3.50	30.00.....
..... Rose Perfection —Bright pink seedling of Chieftan and larger flower	3.50	30.00.....
..... Smith's Brilliant —An early mid-season red that sells well. Easy to do and great producer	3.50	30.00.....
..... Snow White —Early mid-season pure white, incurved, excellent	3.50	30.00.....
..... White Perfection —Sport of Rose Perfection. Very fine.	3.50	30.00.....
..... White Turner —An exhibition commercial. Easy to grow.	5.00	45.00.....
..... Yellow Turner —Light yellow sport of W. Turner	5.00	45.00.....
..... Pink Turner —Pink sport of W. Turner	5.00	45.00.....
..... Bronze Turner —Fine bronze sport of the Turner family.	5.00	45.00.....

—LATE—

100 1,000

.....	Mrs. R. M. Calkins — Fine large incurved late yellow. .	\$3.50	\$30.00.....
.....	Chattanooga —A very fine late white maturing Thanksgiving and later.	5.00	45.00.....
.....	Cincinnatus —Large lavender pink for Thanksgiving and later.	5.00	45.00.....
.....	Distinction —Large late pink. Darker than Seidewitz. . . .	5.00	45.00.....
.....	December Glory —Large incurved white, blooming early Dec.	5.00	45.00.....
.....	Friendly Rival —The finest yellow we have ever seen. Color sells it. Thanksgiving and later.	5.00	45.00.....
.....	Garnet King —Finest late red yet introduced.	5.00	45.00.....
.....	Golden King —Large incurved yellow.	3.50	30.00.....
.....	Gladys Pearson —Apricot and buff. A very popular sort. .	3.50	30.00.....
.....	Harvard —Crimson. Old standard.	3.50	30.00.....
.....	Helen Frick —Fine incurved dark pink.	3.50	30.00.....
.....	White Frick —Sport of Helen Frick.	3.50	30.00.....
.....	Edgar Stillman Kelley —Very large late pure white.	5.00	45.00.....
.....	Mistletoe — Late incurved White, may be had Christmas and later.	3.50	30.00.....
.....	Golden Mistletoe —Yellow sport of Mistletoe.	3.50	30.00.....
.....	Pink Mistletoe —Pink sport of Mistletoe.	3.50	30.00.....

	100	1,000
..... Mefo —Large flowering incurved creamy white, exhibition commercial.	5.00	45.00.....
..... Rosa Raisa —A perfect incurved light rose, blooming middle of Nov. to Thanksgiving.	5.00	45.00.....
..... Nellie T. Ross —Large incurved light yellow, a little lighter than Bonnaillon. Late Nov.	3.50	30.00.....
..... Seidewitz Pink —Tall incurved pink for Thanksgiving. .	3.50	30.00.....
..... White Seidewitz —Blush white sport of Pink Seidewitz.	3.50	30.00.....
..... Sunbeam —Large Thanksgiving Yellow—very popular.	3.50	30.00.....
..... Sungold —Seedling of Sunbeam but later. Very large	3.50	30.00.....
..... Thanksgiving Pink — Dark pink for Thanksgiving and later.	3.50	30.00.....
..... Towantic —Large pure white for Thanksgiving and later.	3.50	30.00.....
..... White Surprise — Very large Thanksgiving white.	3.50	30.00.....
..... Whittier —A fine yellow which takes place of Bonnaillon. . .	3.50	30.00.....
..... White —Good late, very similar to Whittier in size, shape and date of blooming.	3.50	30.00.....

—POMPONS—

	100	1,000
..... Adironda —Best early golden bronze.....	\$3.50	\$30.00.....
..... Autumn Glints —Choice golden bronze for Nov. 1.....	3.50	30.00.....
..... Cora Peck Buhl —Like Golden Climax but deeper yellow..	3.50	30.00.....
..... Christmas Gold —Very choice late.....	3.00	25.00.....
..... Clorinda —Best bronze for Thanksgiving.....	3.00	25.00.....
..... Dainty Maid —Small pink that always attracts the buyer..	3.50	30.00.....
..... Diana —Standard mid-season white.....	3.00	25.00.....
..... Dorothy Turner — A new bronze midseason Pompon and very popular sort.....	5.00	45.00.....
..... Doty, Pink — An excellent sort, very double, rather early.....	3.00	25.00.....
..... Doty, White —You cannot go wrong on pink or white Doty.....	3.00	25.00.....
..... Doty, Red —Similar to White and Pink in habit.....	3.00	25.00.....
..... El Reno —An excellent bronze for about Thanksgiving...	3.50	30.00.....
..... Fairy Queen — Light pink mid-season.....	3.50	30.00.....
..... Gold Coin —Large flowering for about Dec. 1. May be disbudded with fine success.	3.50	30.00.....
..... Golden Sceptre —Very large late. An excellent variety..	3.50	30.00.....
..... Golden Climax —Old standard golden yellow.....	3.00	25.00.....
..... Hilda Canning —Small button bronze, old standard.....	3.00	25.00.....
..... Iva —Reddish bronze mid-season, very excellent sort....	\$3.50	30.00.....

	100	1,000
..... LeRoy —Very late light pink Thanksgiving and later...	3.50	30.00.....
..... Leilah —Rose pink ready mid- dle of Oct.	3.50	30.00.....
..... Minong — White, middle to late Oct.	3.50	30.00.....
..... Murillo —Early hardy pink Pompon, very fine.	3.50	30.00.....
..... New York —Light medium early bronze. Fine variety.	3.50	30.00.....
..... Nuggets —Fine yellow mid- season.	3.50	30.00.....
..... Olivia —Late pink for early Dec.	3.50	30.00.....
..... Pink Dot —Mid-season pom- pon white with pink center	3.50	30.00.....
..... Rose Charm —Bright rose pink. Fine for sprays or disbudded.	3.50	30.00.....
..... Rowenna —Late bronze com- ing right after Clorinda.	3.50	30.00.....
..... Usona —Bright pink for late Nov. and later.	3.50	30.00.....
..... Uvalda —Earliest white and very profitable to grow...	3.50	30.00.....
..... F. Wilcox or Mrs. Beu — Pleasing shade bronze.	3.50	30.00.....
..... Yellow Fellow —Fine yellow mid-season.	3.50	30.00.....
..... Yuletide —Very popular late white.	5.00	45.00.....
..... Yellow Yuletide —A yellow Yuletide.	5.00	45.00.....
..... Zora —Early bright yellow. Middle Oct.	3.50	30.00.....

—SINGLES—

	100	1,000
..... Anna Nanzig —Dark sport of Godfrey	\$3.50	\$30.00.....
..... Buckingham —Fine early pink	3.50	30.00.....
..... Bronze Buckingham —Bronze sport of Buckingham.	3.50	30.00.....
..... Dainty —Small yellowish pink daisy flower, very striking.	3.50	30.00.....
..... Godfrey —Just right for Thanksgiving, very popular	3.50	30.00.....
..... Helen Hubbard —Thanksgiv- ing red.	3.50	30.00.....
..... Katherien Hurley —Light bronze	3.50	30.00.....
..... Menza —White, very popular, one of the best.	3.50	30.00.....
..... Golden Menza —Light yellow	3.50	30.00.....

—ANEMONES—

	100	1,000
..... Captivation —Large flowering if disbudded will produce flower over 7 in. Mahogany red and cushion quills tipped with yellow.	\$5.00	\$45.00.....
..... Elizabeth —Yellow for Thanksgiving. Very fine variety.	3.50	30.00.....
..... Izola —True shade amaranth, very fine.	3.00	25.00.....
..... Maple Leaf —Novelty which seems to change color similarly to the Maple Leaf. Very productive.	3.50	30.00.....
..... Mayellen —Anemone, cerese pink with yellow center. ...	3.50	30.00.....
..... Sorona —Large light yellow cushion white florets shaded pink.	3.50	30.00.....

MIDGE

FumeTobac will control Midge and is very easy to handle. It may be had from most supply houses or direct from the Uniform Products Company, Inc., 111 Fifth Ave., New York. The company furnishes tins for hanging in the house for burning the powder, and for our use we consider this the most practical of anything we have found to control Midge. We also sometimes have to spray with NICO FUME LIQUID and sometimes we use CYANOGAS, both of which are good but not so pleasant to handle as the Fume Tobac.

You need not fear Midge if you use preventatives. Our cuttings are clean and we keep them clean.

SNAPDRAGON

Follow your Mums with Snaps. Now that Rust can be completely controlled many find this a very paying crop. Snaps and Mums are the only wholesale crops we grow and by putting all our energies and thought into these two crops we think we can give you as good or better service than you can get elsewhere. We try to treat our customers as we would want them to treat us if we were buying and we will expect to supply you regularly. Our Rust circular is free.

TERMS, Etc.

Potted stock in season usually goes at \$1.00 per 100 more than hundred rates named in this list. This stock is from 2" packed light and shipped at purchaser's risk and expense.

While we use every possible care to have all varieties properly labeled and true to name, we give no warranty, expressed or implied.

We cannot guarantee a crop, as growing depends entirely upon the grower.

25 one variety at 100 rates, 250 one variety at 1000 rates. Where less than 25 of a kind are wanted add \$1.00 per 100 to hundred rates.

Five percent cash with order, 2% cash ten days, 30 days net.

Cash with order or C. O. D. to parties without established credit.

CULTURAL DIRECTIONS

Many people write us for cultural directions for Mums.

This is too great a subject for an ordinary letter and the best book we know on the subject is "Smith's Chrysanthemum Manual" by Elmer D. Smith, Adrian, Mich. Price is \$1.50 and it will pay you well to have a copy.

